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**TO: Members of the Parks & Recreation Board**

**FROM: Cara Harting, Special Events Supervisor**

**CC: Rick Wieland, Director of Parks & Recreation  
Marcy Jones, Recreation Services Manager**

**DATE: May 10, 2010**

**RE: Monthly Report on the Participation for Special Events**

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The purpose of this memo is to provide an update on the Special Events within the Parks & Recreation Department.

#### **Dive-In Movies**

The Dive-In Movie series will be held this summer on Friday, June 25<sup>th</sup> and Friday, July 31<sup>st</sup> with the movies shown being Surf's Up and Cloudy with a Chance of Meatballs. The fee will be \$7.00 per ticket with under 2 being free, and there is a discount for groups of five or more. The events will be held at the Frisco Athletic Center, Outdoor Aquatic Center. The Frisco Café will be serving refreshments outside with a limited menu of pizza slices, hot dogs, sodas, sno-cones, and nachos. In addition, staff will be couponing for classes and programs in an effort to boost registration for the remaining summer classes and in July for the fall registration.

#### **Freedom Fest**

The special events team has taken a more significant role in this year's Freedom Fest in the overall planning and implantation of the event due to the shortage of staff in the Communications Department. The staff will also produce the Parks and Recreation tent and is exploring the idea of an "Art Car" theme in which participants will wear T-shirts and paint with washable paint on junk cars which will be towed in by a local junk car dealer.

#### **Mother Son Dance**

The 2010 Mother Son Dance will be held Saturday, October 9<sup>th</sup> at 5:30 p.m. for ages 4-7 and at 7:30 p.m. for ages 8-12. The event will either be held at Wakeland High School cafeteria or exploration is being conducted now to see about the feasibility of hosting the event at the Frisco Conference Center. Tickets will again be \$12.00 and the theme this year will revolve around sports.

#### **Sponsorships for 2010/2011**

Staff has been working on partnerships for the 2010/2011 season of special events. The following are committed sponsors. Some are for this summer and some will be for the next fiscal year:

- Frisco Goddard School - \$2,500
- Lebanon Ridge Apartments - \$2,500
- Compass Christian Church - \$2,500
- 360 Chiropractic - \$2,500 – (pending)
- McDonald's – in-kind sponsorship with commercial trade through Time Warner Cable
- Time Warner Cable – in-kind sponsorship with pass-through's to other pending companies